

WHAT'S INSIDE

This Resource Toolkit has been developed by FHWA, EPA, and FTA to help you plan and implement the *It All Adds Up to Cleaner Air* Transportation and Air Quality Public Education and Information initiative in your community. Depending on your experience with public education and information programs, you may wish to use this kit as a step-by-step guide to implementing a public outreach program, as a “refresher course,” or simply as a source of ideas. Whether or not you choose to incorporate all of the suggested activities and materials in your own efforts, it will be helpful to review the entire kit before embarking on your program.

Although communities across the country will be implementing this initiative, the look and feel of your program will be unique, influenced by your community's size, structure, and needs. The *It All Adds Up to Cleaner Air* program is distinguished by its ability to fit into your established organizational structure, allowing you the opportunity to make the initiative your own.

This kit has been written to provide comprehensive planning and implementation information C from analyzing your target audience(s) to evaluating the overall effort. For easy reference, the kit has been divided into the following subject areas:

Where Do I Start?	Addresses the importance of conducting an assessment of the current air quality and/or traffic congestion problem in your community, your organization's capabilities, other programs or resources in your area, and potential partners available to assist you.
Who Am I Trying to Reach?	Summarizes the program's key target audience (the general driving public), main topics (trip chaining, regular car maintenance, And alternative modes of transportation), and tone (positive and congratulatory), as well as other key findings.
How Well Do I Understand My Community?	Before implementing the <i>It All Adds Up to Cleaner Air</i> initiative, we recommend you conduct an analysis of the issue(s), target audience(s), and channels of communication to help ensure that your program achieves its objectives. This section outlines the key steps to a sound assessment.
Who Can I Ask for Help?	Addresses the importance of gaining the support and strength of allies for your program by establishing and maintaining an effective community coalition.
How Do I Develop The Road Map?	Provides an explanation of the steps to developing an overall communications plan to serve as the blueprint for your entire initiative, including goals and objectives, target audience(s), communications channels, key partners, messages and materials, evaluation, staffing, timeline, and budget.

Marketing Materials and Placement Tips	Describes the <i>It All Adds Up to Cleaner Air</i> materials that are provided to you for your local public education efforts. Broadcast quality video and audio dubs of advertisements that may be used as paid or public service announcements are included in this binder. Camera-ready art of print ads and other collateral materials are also enclosed for your use.
Media Outreach	Provides a wide variety of communications and outreach techniques and tips to help you effectively publicize your program to the local press. A number of sample media materials are included that can be adapted for your community as needed, including a press release, media advisory, PSA pitch letter, fact sheet, op-ed, and a news article.
Community Outreach	Describes suggestions for activities to help increase visibility of and attention to the transportation/air quality program in your community. Ideas for reaching out directly to the public, working with the media, targeting employers, youth, and transit companies, and producing various promotional items are included.
Evaluation	Explains the key methodologies and recommendations for conducting an effective program evaluation on a local level. Provides sample survey questions to help you establish baseline data and track progress toward meeting your transportation and air quality goals.
Transportation and Air Quality Facts	These facts and data should be helpful to support the key messages in the <i>It All Adds Up to Cleaner Air</i> initiative. Citations for this information are included for your reference.
Research: <i>It All Adds Up</i> Initiative-Design and Target Audience	Gives a detailed summary of the series of moderated discussion and formative focus groups conducted in support of the development of the <i>It All Adds Up to Cleaner Air</i> initiative.
Summary Report of the Initiative's First Five Years	To document the program's progress, a "First Five Years" evaluation was conducted. The results showed the value of varied approaches and, more importantly, highlighted the need to maintain flexibility in material development and use. Demonstration communities proved the benefits of having diverse materials, as reflected in the rich creativity of their individual approaches.